Team Competition 2024
Points Possible: 100 points
Competition Dates: April 23, 2024 (Order of presentation determined by random draw)

Team Competition simulates a real-world learning experience in teamwork, written communication, research, presentations, persuasion strategy and professionalism.

Operation Plan – 10 points   **Due: March 25**
In one page, one member of the team will submit on behalf of the team:
1. A name for your team.
2. A local small business (no franchise, fewer than 100 employees). Teams can't duplicate the same business.
3. Describe why you chose this business.
4. List 3-5 professionalism expectations you have for each other as a team. What are your expectations from each other to help the team perform most effectively.

Research Methods – 10 points   **Due: March 26**
In one page, one member of the team will submit on behalf of the team:
1. Primary Research
    1. Create a survey to learn more about your client's current or potential audience's experiences and interests. You may use Google Forms, Microsoft Forms, SurveyMonkey or any tool of your choosing.
    2. List who you will distribute the survey to as your target audience (students, friends, the public etc.)
    3. Post your survey link to BB>Team Competition Methods for your peers to help you with research.
2. Secondary Research
    1. List which sources (links) you will use for your report and presentation and why you choose them? What information exists that will help you make a compelling case for your client?

Research Findings & Analysis- 10 points   **Due: April 2**
1. Findings: in one page, list what data your research revealed.
2. Analysis: in one page, analyze your findings. List the takeaways your team learned from your findings.

SWOT Analysis & Recommendations – 10 points   **Due April 8**
1. Bullet your client's SWOT analysis in one page.
2. In one-two pages, develop specific recommendations why your client deserves the investment and what they can do with the funding to strengthen their business. Recommendations should be supported with specific evidence from your Research Findings & Analysis.

Business Report – 20 points   **Due April 23**
Write a 6-8 page double-spaced analytical business report for investors to take with them following your presentation. Suggested page lengths:
1. Executive Summary (1 page)
2. Introduction (1/2 page)
3. Research Methods (1 page)
4. Findings (1 page)
5. Analysis (1 page)
6. SWOT (1 page)
7. Recommendations (1-2 pages)
8. Conclusion (1/2 page)
9. Works Cited (APA style citation)

Presentation Slide Deck – 20 points   **Due April 23**
Develop a slide deck for a 6-8 minute presentation to investors using the guidelines for effective visual presentations.

Effective Presentation Investor Evaluation – 20- points   **Due: April 23**

- The class creates and votes for the criteria investors will use for effective presentations.
- Peers then serve as investors and score each team for effectiveness presentation.
- The team that earns the most points wins 5 bonus points on their individual class participation grades.